



WUAB

ORDER

Print Date 10/22/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **808810 /**

Original Date / Revision
10/22/12 10/22/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product
PRIORITIES US ACTION

Agency Com 15%

Billing Contact

**1322 G St., SE
Washington, DC 20003**

Sales Office T-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # **1566**

Alt Order # **06278037**

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 4

Advertiser Ref

Primary Account Executive
Teresa Difuria

Account Executive	Order%	Start Date	End Date
Teresa Difuria	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
DUAB	%	
EOIO	%	
WBNX	%	
WDLI	%	
WEAO	%	
WEWS	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	28	\$12,962.50	\$15,250.00	0.00	10/01/12	10/28/12	28	\$12,962.50	\$15,250.00
November 2012	4	\$1,423.75	\$1,675.00	0.00	10/29/12	10/29/12	4	\$1,423.75	\$1,675.00
Totals	32	\$14,386.25	\$16,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
3	WUAB	10/26/12	10/26/12	Syndicated 6-630p M-F 6-630p	Comm	6-630p	----1--	:30	1	\$425.00	P 2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--			1		\$425.00		0.00				



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Print Date: 10/22/12

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Contract / Revision **808810** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Priorities USA Action**Product **PRIORITIES US ACTION**Estimate # **1566**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
5	WUAB	10/26/12	10/26/12	19 Action News at 7a M-F 19 Action News at 7a	Comm	7-8a	---- 1--	:30	1	\$150.00	P 2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- 1--		1			\$150.00		0.00			
6	WUAB	10/26/12	10/26/12	FRI PRIME Fri Prime	Comm	8-10p	---- 1--	:30	1	\$450.00	P 2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- 1--		1			\$450.00		0.00			
10	WUAB	10/29/12	10/29/12	Syndicated 5-6p M-F 5-6p	Comm	5-6p	1-----	:30	1	\$450.00	P 2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1			\$450.00		0.00			
11	WUAB	10/29/12	10/29/12	Syndicated 630-7p M-F 630-7p	Comm	630-7p	1-----	:30	1	\$425.00	P 2	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1			\$425.00		0.00			
13	WUAB	10/29/12	10/29/12	19 Action News at 7a M-F 19 Action News at 7a	Comm	7-8a	1-----	:30	1	\$150.00	P 2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1			\$150.00		0.00			
14	WUAB	10/29/12	10/29/12	MON PRIME Mon Prime	Comm	8-10p	1-----	:30	1	\$650.00	P 2	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1			\$650.00		0.00			
16	WUAB	10/27/12	10/27/12	Sa Syndicated 12-1a Sa 12-1a	Comm	12-1a	----- 1-	:30	1	\$150.00	P 2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-		1			\$150.00		0.00			
17	WUAB	10/27/12	10/27/12	Sa Syndicated 730-8p Sa 730-8p	Comm	730-8p	----- 1-	:30	1	\$500.00	P 2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-		1			\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WUAB	10/22/12-10/28/12	Sa Syndicated 730-8p		730-8p	----- Sa--	:30		(\$500.00)		0.00 NM		
	Credited [MG-Make Good on New Line]													
19	WUAB	10/28/12	10/28/12	Su Syndicated 3-4p Su 3-4p	Comm	3-4p	----- 1	:30	1	\$150.00	P 2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1		1			\$150.00		0.00			
20	WUAB	10/28/12	10/28/12	Su Syndicated Barter 4-5p Su 4-5p	Comm	4-5p	----- 1	:30	1	\$150.00	P 2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1		1			\$150.00		0.00			
21	WUAB	10/28/12	10/28/12	Su Syndicated 5-6p Su 5-6p	Comm	5-6p	----- 1	:30	1	\$175.00	P 2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1		1			\$175.00		0.00			
22	WUAB	10/28/12	10/28/12	SUN PRIME Sun Prime	Comm	8-10p	----- 1	:30	1	\$450.00	P 2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **808810** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Priorities USA Action**

Product **PRIORITIES US ACTION**

Estimate # **1566**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
22	WUAB	10/28/12	10/28/12	SUN PRIME Sun Prime	Comm	8-10p	-----1	:30	1	\$450.00	P 2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$450.00		0.00			
23	WUAB	10/25/12	10/25/12	Syndicated 1-2p M-F 1-2p	Comm	1-2p	---1---	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$400.00		0.00			
25	WUAB	10/25/12	10/25/12	Syndicated 3-4p M-F 3-4p	Comm	3-4p	---1---	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$400.00		0.00			
26	WUAB	10/25/12	10/25/12	Syndicated 630-7p M-F 630-7p	Comm	630-7p	---1---	:30	1	\$425.00	P 2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$425.00		0.00			
27	WUAB	10/25/12	10/25/12	19 Action News at 7a M-F 19 Action News at 7a	Comm	7-8a	---1---	:30	1	\$150.00	P 2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$150.00		0.00			
28	WUAB	10/25/12	10/25/12	THU PRIME Thu Prime	Comm	8-10p	---1---	:30	1	\$450.00	P 2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$450.00		0.00			
E 32	WUAB	10/23/12	10/23/12	Syndicated 5-6p M-F 5-6p	Comm	5-6p	-1-----	:30	1	\$450.00	P 2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$450.00		0.00			
33	WUAB	10/23/12	10/23/12	Syndicated 6-630p M-F 6-630p	Comm	6-630p	-1-----	:30	1	\$425.00	P 2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$425.00		0.00			
34	WUAB	10/23/12	10/23/12	Syndicated 7-730p M-F 7-730p	Comm	7-730p	-1-----	:30	1	\$675.00	P 2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$675.00		0.00			
35	WUAB	10/23/12	10/23/12	19 Action News at 7a M-F 19 Action News at 7a	Comm	7-8a	-1-----	:30	1	\$150.00	P 2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$150.00		0.00			
39	WUAB	10/24/12	10/24/12	Syndicated 6-630p M-F 6-630p	Comm	6-630p	--1----	:30	1	\$425.00	P 2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$425.00		0.00			
40	WUAB	10/24/12	10/24/12	19 Action News at 7a M-F 19 Action News at 7a	Comm	7-8a	--1----	:30	1	\$150.00	P 2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$150.00		0.00			
N 42	WUAB	10/26/12	10/26/12	Syndicated 12-1p M-F 12-1p	Comm	12-1p	----1--	1:00	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--					1	\$800.00		0.00			



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Print Date: 10/22/12

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Contract / Revision **808810** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Priorities USA Action** Product **PRIORITIES US ACTION** Estimate # **1566**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N42	WUAB	10/26/12	10/26/12	Snydicated 12-1p M-F 12-1p	Comm	12-1p	---- 1--	1:00	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---- 1--		1				\$800.00		0.00			
N43	WUAB	10/26/12	10/26/12	Syndicated 3-4p M-F 3-4p	Comm	3-4p	---- 1--	1:00	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---- 1--		1				\$800.00		0.00			
N44	WUAB	10/26/12	10/26/12	Syndicated 7-730p M-F 7-730p	Comm	7-730p	---- 1--	1:00	1	\$1,350.00	P 4	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---- 1--		1				\$1,350.00		0.00			
N45	WUAB	10/27/12	10/27/12	Sa Syndicated 730-8p Sa 730-8p	Comm	730-8p	----- 1-	:30	1	\$500.00	P 2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- 1-		1				\$500.00		0.00			
N46	WUAB	10/28/12	10/28/12	Sun Action News at 10p Action News at 10p	Comm	10-11p	----- 1	1:00	1	\$1,600.00	P 2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- 1		1				\$1,600.00		0.00			
N47	WUAB	10/23/12	10/23/12	Syndicated 1-2p M-F 1-2p	Comm	1-2p	- 1-----	1:00	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- 1-----		1				\$800.00		0.00			
N48	WUAB	10/24/12	10/24/12	Late News M-F Late News M-F	Comm	10-11p	-- 1----	1:00	1	\$1,600.00	P 2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- 1----		1				\$1,600.00		0.00			
N49	WUAB	10/24/12	10/24/12	Snydicated 12-1p M-F 12-1p	Comm	12-1p	-- 1----	1:00	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- 1----		1				\$800.00		0.00			
N50	WUAB	10/24/12	10/24/12	Syndicated 3-4p M-F 3-4p	Comm	3-4p	-- 1----	1:00	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- 1----		1				\$800.00		0.00			
Totals														32	\$16,925.00